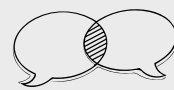


# Bankruptcy PPC Case Study

- **Client**  
Isadore Petite
- **Niche**  
Bankruptcy Attorneys/Firms
- **Year**  
2021
- **Website**  
<https://bankruptcyppc.com/>



2500  
Prospects



230  
Conversations



13  
Appointments

## Customer Story

BankruptcyPPC is a prominent player in the realm of online marketing, specializing in pay-per-click (PPC) advertising solutions exclusively designed for bankruptcy attorneys and law firms. With a profound understanding of the legal landscape and a commitment to excellence, they emerged as a trusted partner for those seeking to enhance their online visibility and generate qualified leads. They provide exceptional customer service, empowering bankruptcy attorneys and law firms to achieve their online marketing goals.

But they faced difficulties growing their business and finding bankruptcy attorneys and small firms. After partnering with Exotto, the campaign quickly generated leads and improved steadily.



In one month, EXOTTO helped Bankruptcy PPC to create a pipeline of continuous, compelling prospects.

## The Challenge

- ✓ Extract data of Bankruptcy Attorneys.
- ✓ Directly contact the decision-makers of Bankruptcy companies.

## The Solution

- Used LinkedIn Sales Navigator to extract the data following the needs and niche of the client.
- Generated leads of Bankrupt Attorneys through various LinkedIn lead-generation strategies.
- Targeted Bankruptcy firms with 1-50 employee headcount.

## The Results

- 13 Appointments
- 230 Conversations
- Outreached 2500 Prospects